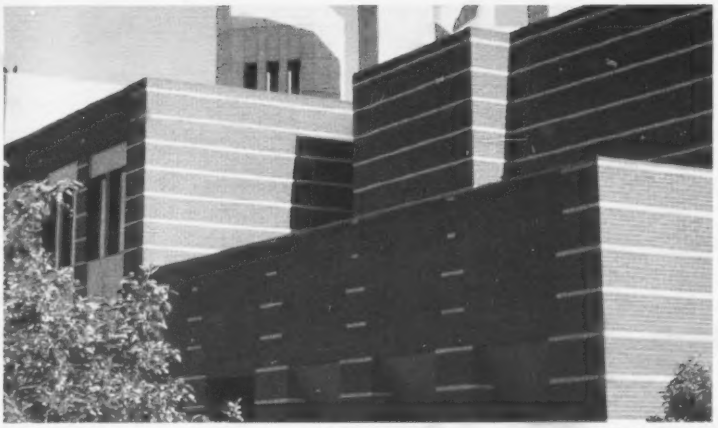

INDUSTRY PROFILES

Educational Services Industry

June 2013

Alberta

Overview:

The Educational Services industry[1] in Alberta includes:

- public and private schools, colleges, universities and training centres;
- instructional and training services; and
- related support services such as food and accommodation for students.

Section A: Business Environment
1. 2012 Employment and Unemployment Numbers and Rates
2. Industry's Growth
3. Facts, Trends and Outlook
4. Size of Businesses in Alberta and the Industry
Section B: Human Resources Profile
1. Occupational Information
2. Demographics: Gender and Age
3. Wages
Section C: Additional Information
Links to Ministry and Selected Associations in Industry

[1] North American Industry Classification System (NAICS) major group 61

Section A: Business Environment

1. 2012 Employment and Unemployment Numbers and Rates:

	Alberta	Educational Services Industry
Number of employed	2,149,600	128,900
Percent employed in the industry		6.0%
Number of unemployed	103,800	3,900
Unemployment rate	4.6%	2.9%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2013

For more information on employment numbers or for a historical comparison, please go to the Labour Force Statistics[2] or Statistics Canada[3] websites.

2. Industry's Growth:

- This industry accounted for 6.0% of total employment in Alberta in 2012.
- Employment in the Educational Services industry is expected to grow at an average rate of 1.5% from 2011 to 2015.
- The industry is expected to account for 6.2% of total employment in Alberta in 2015.

For more information, see the *Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2011 – 2015, Industry Employment Outlook*[4] online and the Alberta Learning Information Service (ALIS)[5] website for descriptions of industries.

[2] See http://www.eae.alberta.ca/lmi
[3] See http://www.statcan.gc.ca
[4] See http://eae.alberta.ca/labour-and-immigration/labour-market-information/labour-market-forecasts.aspx
[5] See http://www.alis.alberta.ca

3. Facts, Trends and Outlook:

According to Statistics Canada's National Economic Accounts, the Educational Services industry accounted for 4.0% of Alberta's Gross Domestic Product in 2011, up slightly from 3.9% in 2001. The industry's share of Alberta's total employment decreased from 6.6% in 2002 to 6.0% in 2012.

Employment in 2012 was 1.2% higher than its level in 2011. For the last ten years, employment (the total number of employees and self-employed people) increased from 110,700 people in 2002 to 128,900 people in 2012, a 16.4% increase. There were 122,100 employees in the industry in 2012 of whom 78.5% were permanent and 21.5% were temporary. Self-employed people accounted for 5.3% of total employment in the industry in 2012.

Characteristic	Alberta	Educational Services
Median Retirement Age (years)	63.7	64.3
Average Number of Hours Worked per Week	38.2	35.4
Multiple Jobholders (% of total employment)	5.7%	8.0%
Average Job Tenure (months)	88.8	119.5
Employees Under Union Coverage (%)	23.5%	66.5%
Employees Working Overtime per Week (%)	26.0%	35.8%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Tables 282-0022, 282-0031, 282-0042, 282-0078 and 282-0084, 2013 and custom tabulation (median retirement age)
Note: The percentage of multiple jobholders in Alberta is obtained by dividing the number of multiple jobholders in Alberta by total employment in Alberta. The percentage of multiple jobholders in the industry is obtained by dividing the number of multiple jobholders in the industry by total employment in the industry. This calculation method also applies to the percentage of employees under union coverage and the percentage of employees working overtime per week.

According to *Alberta Occupational Demand Outlook 2012-2016*[6], employment growth in the following occupations is expected to be below 2.4%, the average for all occupations: University professors and assistants; College and other vocational instructors; and Secondary and elementary school teachers and educational counsellors.

[6] http://eae.alberta.ca/labour-and-immigration/labour-market-information/labour-market-forecasts.aspx

4. Size of Businesses in Alberta and the Industry:

Establishment Size	Businesses in Alberta		Establishments in Educational Services	
	Number of Employees	%*	Number of Employees	%*
Less than 20 employees	633,200	35.1%	23,200	19.0%
20 to 99 employees	634,600	35.2%	59,000	48.3%
100 to 500 employees	342,100	19.0%	16,200	13.3%
Over 500 employees	194,400	10.8%	23,800	19.5%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0076, 2013

* Percentages may not add up 100 due to rounding.

Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the industry, except by coincidence.

Section B: Human Resources Profile

1. Occupational Information:

Some examples of occupations in the Educational Services industry include:

- elementary school teacher;
- educational counsellor;
- teacher assistant;
- university professor; and
- school principal.

For a complete listing of all occupations related to this industry as well as detailed information on educational and skill requirements, visit the Alberta Occupational Profiles[7] website.

2. Demographics: Gender and Age:

According to the Labour Force Survey, the gender breakdown in the Educational Services industry in 2012 was as follows:

- women employed: 85,900 people, or 66.6%
- men employed: 43,000 people, or 33.4%

In Alberta, women accounted for 44.8% and men made up 55.2% of total employment.

Age Characteristics	Employment in Alberta		Employment in Educational Services	
	Number	%	Number	%*
15-24 years	315,500	14.7%	8,800	6.8%
25-54 years	1,458,300	67.8%	91,300	70.8%
55 years and over	375,800	17.5%	28,800	22.3%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2013

* Percentages may not add up to 100 due to rounding

[7] See http://www.alis.alberta.ca/occinfo

3. Wages:

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0072, 2013
Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Wage and Salary Information for Selected Occupations

Occupation	Average Hourly Wage			Average Annual Salary
	Starting Average	Overall Average	Top Average	
Elementary school and kindergarten teacher	$ 25.34	$ 36.21	$ 48.46	$ 58,649
Educational counsellor	$ 21.81	$ 32.91	$ 41.45	$ 62,473
School principal and administrator of education	$ 44.57	$ 52.60	$ 61.31	$ 102,921

Data Source: 2011 Alberta Wage and Salary Survey

For more information on the 2011 Alberta Wage and Salary Survey, refer to the WAGEinfo[8] website. For job descriptions, duties, required skills and education requirements for specific occupations in the Educational Services industry, visit the ALIS[9] website.

[8] See http://www.alis.alberta.ca/wageinfo
[9] See http://www.alis.alberta.ca

Section C: Additional Information

Links to Ministry and Selected Associations in Industry:

- Alberta Enterprise and Advanced Education
  (http://eae.alberta.ca)
- Alberta Education
  (http://www.education.alberta.ca)
- Alberta Teachers' Association
  (http://www.teachers.ab.ca)
- Association of Canadian Community Colleges
  (http://www.accc.ca)
- Association of Universities and Colleges of Canada
  (http://www.aucc.ca)
- Canadian Association of University Teachers
  (http://www.caut.ca)
- Canadian School Boards Association
  (http://www.cdnsba.org)